

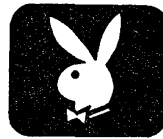
Exhibit 1

United States Patent Office

728,889
Registered Mar. 20, 1962

PRINCIPAL REGISTER Trademark

Ser. No. 117,864, filed Apr. 14, 1961



HMH Publishing Co., Inc. (Illinois corporation)
232 E. Ohio St.
Chicago 11, Ill.

For: TIES AND MEN'S AND WOMEN'S SHIRTS,
in CLASS 39.

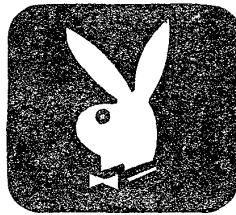
First use Apr. 3, 1959, on men's shirts; in commerce
Apr. 28, 1959.

United States Patent Office

759,207
Registered Oct. 29, 1963

PRINCIPAL REGISTER Trademark

Ser. No. 162,258, filed Feb. 7, 1963



HMH Publishing Co., Inc. (Illinois corporation)
232 E. Ohio St.
Chicago 11, Ill.

For: CUFF LINKS, TIE TACKS, EARRINGS,
NECKLACES, KEY CHAINS, BRACELETS, AND
PINS, in CLASS 28.

First use in October 1955 on cuff links; in commerce in
October 1955.

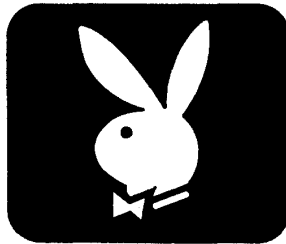
Owner of Reg. Nos. 643,926 and 747,259.

United States Patent Office

784,504
Registered Feb. 2, 1965

PRINCIPAL REGISTER Trademark

Ser. No. 192,592, filed May 4, 1964



HMH Publishing Co., Inc. (Illinois corporation)
232 E. Ohio St.
Chicago 11, Ill.

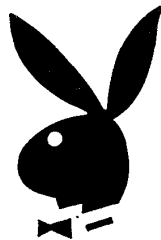
For: BEACH TOWELS, in CLASS 42.
First use on or about Mar. 12, 1964; in commerce on
or about Mar. 12, 1964.

United States Patent Office

791,333
Registered June 22, 1965

PRINCIPAL REGISTER Trademark

Ser. No. 193,953, filed May 21, 1964



HMH Publishing Co. Inc. (Delaware corporation)
232 E. Ohio St.
Chicago, Ill., by merger and change of name from
HMH Publishing Co., Inc. (Illinois corporation)
Chicago, Ill.

For: PLAYING CARDS, in CLASS 22.
First use in or about October 1958; in commerce in or
about October 1958.
Owner of Reg. No. 643,926.

United States Patent Office

791,734
Registered June 29, 1965

PRINCIPAL REGISTER Trademark

Ser. No. 193,952, filed May 21, 1964

PLAYBOY

HMH Publishing Co. Inc. (Delaware corporation)
232 E. Ohio St.
Chicago, Ill., by merger and change of name from
HMH Publishing Co., Inc. (Illinois corporation)
Chicago, Ill.

For: PLAYING CARDS, in CLASS 22.
First use in or about October 1958; in commerce in
or about October 1958.
Owner of Reg. No. 600,018.

United States Patent Office

984,548
Registered May 21, 1974

PRINCIPAL REGISTER Trademark

Ser. No. 238,954, filed Feb. 16, 1966



PLAYBOY

Playboy Enterprises, Inc. (Delaware corporation)
919 N. Michigan Ave.
Chicago, Ill. 60611, by change of name from
HMH Publishing Co., Inc. (Delaware corporation)
Chicago, Ill.

For: ARTICLES OF MEN'S AND WOMEN'S
CLOTHING — NAMELY, SHIRTS, SLEEPWEAR,
TIES, ASCOTS, SWEATERS, WARM-UP SHIRTS,
BATH KILTS, AND HOSIERY—in CLASS 39 (INT.
CL. 25).

First use Apr. 3, 1959; in commerce Apr. 28, 1959.

B. DENNISON, Examiner

Int. Cl.: 9

Prior U.S. Cl.: 26

United States Patent Office

Reg. No. 1,040,491

Registered June 1, 1976

TRADEMARK

Principal Register

PLAYBOY

Playboy Enterprises, Inc. (Delaware corporation)
919 N. Michigan Ave.
Chicago, Ill. 60611

For. SUNGLASSES, in CLASS 9 (U.S. CL. 26).
First use on or about Apr. 15, 1974; in commerce on
or about Apr. 15, 1974.

Owner of Reg. Nos. 600,018, 755,301, 871,552, and
others.

Ser. No. 65,847, filed Oct. 14, 1975.

CHARLES R. FOWLER, Supervisory Examiner

RICHARD A. STRASER, Examiner

Int. Cl.: 9

Prior U.S. Cl.: 26

United States Patent Office

Reg. No. 1,058,294

Registered Feb. 8, 1977

TRADEMARK

Principal Register



Playboy Enterprises, Inc. (Delaware corporation)
919 N. Michigan Ave.
Chicago, Ill. 60611

For: SUNGLASSES, in CLASS 9 (U.S. CL. 26).
First use on or about Apr. 15, 1974; in commerce on
or about Apr. 15, 1974.
Owner of Reg. Nos. 643,926, 873,370, and others.

Ser. No. 67,124, filed Oct. 28 1975.

CHARLES R. FOWLER, Supervisory Examiner
J. D. SAMS, Examiner

Int. Cl.: 25

Prior U.S. Cl.: 39

United States Patent and Trademark Office

Reg. No. 1,320,822

Registered Feb. 19, 1985

TRADEMARK

Principal Register

PLAYBOY

Playboy Enterprises, Inc. (Delaware corporation)
919 N. Michigan Ave.
Chicago, Ill. 60611

For: FOOTWEAR, in CLASS 25 (U.S. Cl. 39).
First use Nov. 20, 1979; in commerce Nov. 20,
1979.

Owner of U.S. Reg. No. 984,548.

Ser. No. 264,124, filed May 30, 1980.

TERESA M. RUPP, Examining Attorney

Int. Cl.: 18

Prior U.S. Cls.: 2 and 3

United States Patent and Trademark Office **Reg. No. 1,908,471**
Registered Aug. 1, 1995

**TRADEMARK
PRINCIPAL REGISTER**



PLAYBOY

PLAYBOY ENTERPRISES, INC. (DELAWARE
CORPORATION)
680 NORTH LAKE SHORE DRIVE
CHICAGO, IL 60611

FIRST USE 1-2-1986; IN COMMERCE
1-2-1986.

SER. NO. 74-522,307, FILED 5-6-1994.

FOR: TOTE BAGS, SUITCASES AND GAR-
MENT BAGS FOR TRAVEL, IN CLASS 18 (U.S.
CLS. 2 AND 3).

JEFFREY LOOK, EXAMINING ATTORNEY

Int. Cl.: 14

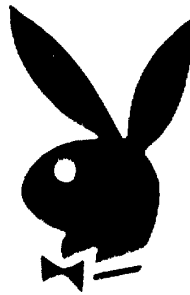
Prior U.S. Cls.: 2, 27, 28, and 50

Reg. No. 2,177,521

United States Patent and Trademark Office

Registered July 28, 1998

**TRADEMARK
PRINCIPAL REGISTER**



PLAYBOY ENTERPRISES, INC. (DELAWARE
CORPORATION)
680 NORTH LAKE SHORE DRIVE
CHICAGO, IL 60611 PLAYBOY ENTERPRISES,
INC. (DELAWARE CORPORATION)

680 NORTH LAKE SHORE DRIVE
CHICAGO, IL 60611

FOR: JEWELRY, NAMELY, RINGS FOR THE
FINGER, IN CLASS 14 (U.S. CLS. 2, 27, 28 AND
50).

FIRST USE 3-0-1997; IN COMMERCE
3-0-1997.

OWNER OF U.S. REG. NOS. 643,926, 871,553,
AND OTHERS.

SN 75-226,139, FILED 1-15-1997.

EDWARD NELSON, EXAMINING ATTORNEY

Int. Cl.: 21

Prior U.S. Cls.: 2, 13, 23, 29, 30, 33, 40 and 50

Reg. No. 2,469,441

United States Patent and Trademark Office

Registered July 17, 2001

**TRADEMARK
PRINCIPAL REGISTER**

PLAYBOY

PLAYBOY ENTERPRISES INTERNATIONAL,
INC. (DELAWARE CORPORATION)
680 NORTH LAKE SHORE DRIVE
CHICAGO, IL 60611

OPENERS AND CORK SCREWS, IN CLASS 21 (U.S.
CLS. 2, 13, 23, 29, 30, 33, 40 AND 50).

FIRST USE 5-25-1962; IN COMMERCE 5-25-1962.

FOR: BEVERAGE GLASSWARE, CHAMPAGNE
BUCKETS, BEVERAGE STIRRERS, SERVING
TRAYS NOT OF PRECIOUS METAL, COCKTAIL
SHAKERS AND STRAINERS THEREFOR, BOTTLE

SER. NO. 76-020,905, FILED 4-7-2000.

YONG KIM, EXAMINING ATTORNEY

Int. Cl.: 16

Prior U.S. Cls.: 2, 5, 22, 23, 29, 37, 38, and 50

Reg. No. 2,632,523

United States Patent and Trademark Office

Registered Oct. 8, 2002

**TRADEMARK
PRINCIPAL REGISTER**

PLAYBOY

PLAYBOY ENTERPRISES INTERNATIONAL,
INC. (DELAWARE CORPORATION)
680 NORTH LAKE SHORE DRIVE
CHICAGO, IL 60611

OWNER OF U.S. REG. NOS. 676,726, 2,260,234,
AND OTHERS.

FOR: POSTERS; CALENDARS; TRADING
CARDS, IN CLASS 16 (U.S. CLS. 2, 5, 22, 23, 29, 37,
38 AND 50).

SN 76-005,003, FILED 3-20-2000.

FIRST USE 11-1-1985; IN COMMERCE 11-1-1985.

YONG KIM, EXAMINING ATTORNEY

Int. Cl.: 16

Prior U.S. Cls.: 2, 5, 22, 23, 29, 37, 38, and 50

Reg. No. 2,663,899

United States Patent and Trademark Office

Registered Dec. 17, 2002

**TRADEMARK
PRINCIPAL REGISTER**

PLAYMATE

PLAYBOY ENTERPRISES INTERNATIONAL,
INC. (DELAWARE CORPORATION)
680 NORTH LAKE SHORE DRIVE
CHICAGO, IL 60611

CARDS, IN CLASS 16 (U.S. CLS. 2, 5, 22, 23, 29, 37,
38 AND 50).

FIRST USE 0-0-1985; IN COMMERCE 0-0-1985.

FOR: POSTERS, CALENDARS, TEMPORARY
TATTOOS, STICKERS, DECALS, PENS, PAPER
COASTERS, PAPERWEIGHTS, AND TRADING

SN 76-005,403, FILED 3-20-2000.

DAVID C. REIHNER, EXAMINING ATTORNEY

Int. Cl.: 16

Prior U.S. Cls.: 2, 5, 22, 23, 29, 37, 38, and 50

Reg. No. 2,666,917

United States Patent and Trademark Office

Registered Dec. 24, 2002

**TRADEMARK
PRINCIPAL REGISTER**



PLAYBOY ENTERPRISES INTERNATIONAL,
INC. (DELAWARE CORPORATION)
680 NORTH LAKE SHORE DRIVE
CHICAGO, IL 60611

FIRST USE 11-1-1985; IN COMMERCE 11-1-1985.

OWNER OF U.S. REG. NOS. 643,926, 2,177,521,
AND OTHERS.

FOR: POSTERS, CALENDARS, TATTOOS, STICK-
ERS, DECALS, PENS, COASTERS, PAPERWEIGHTS
AND TRADING CARDS, IN CLASS 16 (U.S. CLS. 2, 5,
22, 23, 29, 37, 38 AND 50).

SN 76-005,004, FILED 3-20-2000.

DOMINICK J. SALEMI, EXAMINING ATTORNEY

Int. Cl.: 14

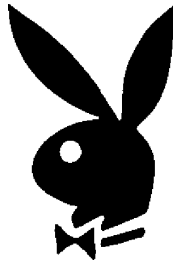
Prior U.S. Cls.: 2, 27, 28 and 50

Reg. No. 2,802,023

United States Patent and Trademark Office

Registered Jan. 6, 2004

**TRADEMARK
PRINCIPAL REGISTER**



PLAYBOY ENTERPRISES INTERNATIONAL,
INC. (DELAWARE CORPORATION)
680 NORTH LAKE SHORE DRIVE
CHICAGO, IL 60611

FIRST USE 10-0-1983; IN COMMERCE 10-0-1983.

OWNER OF U.S. REG. NO. 2,177,521.

FOR: JEWELRY, NAMELY NECKLACES, BRA-
CELETS, BELLY CHAINS, BODY PIERCING JEW-
ELRY AND EARRINGS, IN CLASS 14 (U.S. CLS. 2, 27,
28 AND 50).

SER. NO. 76-482,822, FILED 1-16-2003.

ALEXANDER L. POWERS, EXAMINING ATTOR-
NEY

Int. Cl.: 21

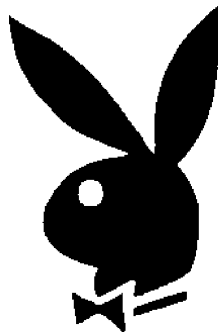
Prior U.S. Cls.: 2, 13, 23, 29, 30, 33, 40, and 50

Reg. No. 2,848,639

United States Patent and Trademark Office

Registered June 1, 2004

**TRADEMARK
PRINCIPAL REGISTER**



PLAYBOY ENTERPRISES INTERNATIONAL,
INC. (DELAWARE CORPORATION)
680 NORTH LAKE SHORE DRIVE
CHICAGO, IL 60611

OWNER OF U.S. REG. NOS. 643,926, 2,626,133,
AND OTHERS.

FOR: BEVERAGEWARE, NAMELY MUGS, IN
CLASS 21 (U.S. CLS. 2, 13, 23, 29, 30, 33, 40 AND 50).

SN 76-435,177, FILED 7-29-2002.

FIRST USE 4-1-2001; IN COMMERCE 4-1-2001.

PAULA MAHONEY, EXAMINING ATTORNEY

Int. Cl.: 9

Prior U.S. Cls.: 21, 23, 26, 36, and 38

Reg. No. 2,978,139

United States Patent and Trademark Office

Registered July 26, 2005

**TRADEMARK
PRINCIPAL REGISTER**

PLAYBOY

PLAYBOY ENTERPRISES INTERNATIONAL,
INC. (DELAWARE CORPORATION)
680 N. LAKESHORE DRIVE
CHICAGO, IL 60611

FIRST USE 11-2-2004; IN COMMERCE 11-2-2004.

OWNER OF U.S. REG. NO. 2,193,907.

SN 78-070,069, FILED 6-20-2001.

FOR: CELL PHONE FACEPLATES AND COVERS,
NOT OF PAPER, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36
AND 38).

ELISSA GARBER KON, EXAMINING ATTORNEY

Int. Cl.: 25

Prior U.S. Cls.: 22 and 39

Reg. No. 3,140,250

United States Patent and Trademark Office

Registered Sep. 5, 2006

**TRADEMARK
PRINCIPAL REGISTER**

PLAYBOY

PLAYBOY ENTERPRISES INTERNATIONAL,
INC. (DELAWARE CORPORATION)

680 N. LAKE SHORE DRIVE
CHICAGO, IL 60611

FOR: LINGERIE, SLEEPWEAR, LOUNGEWEAR,
WRAPS AND ROBES, IN CLASS 25 (U.S. CLS. 22
AND 39).

FIRST USE 8-1-1960; IN COMMERCE 8-1-1960.

THE MARK CONSISTS OF STANDARD CHAR-
ACTERS WITHOUT CLAIM TO ANY PARTICULAR
FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NOS. 1,320,822, 2,485,583,
AND OTHERS.

SN 78-515,459, FILED 11-11-2004.

MATTHEW PAPPAS, EXAMINING ATTORNEY

Int. Cl.: 25

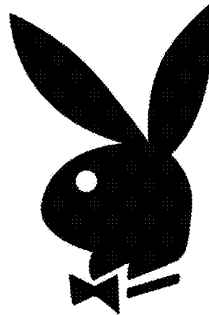
Prior U.S. Cls.: 22 and 39

Reg. No. 3,194,099

United States Patent and Trademark Office

Registered Jan. 2, 2007

**TRADEMARK
PRINCIPAL REGISTER**



PLAYBOY ENTERPRISES INTERNATIONAL,
INC. (DELAWARE CORPORATION)

680 N. LAKE SHORE DRIVE
CHICAGO, IL 60611

FOR: BATHROBES; BEACHWEAR; BELTS;
COATS; DRESSES; FOOTWEAR; HEADWEAR;
HOSIERY; JACKETS; JOGGING SUITS; LINGERIE;
LOUNGEWEAR; NECKWEAR; PANTS; SHIRTS;
SHORTS; SKIRTS; SLEEPWEAR; SOCKS; STOCK-
INGS; SWEATERS; SWIM WEAR; T-SHIRTS; TOPS;

UNDERGARMENTS, IN CLASS 25 (U.S. CLS. 22
AND 39).

FIRST USE 4-3-1959; IN COMMERCE 4-3-1959.

OWNER OF U.S. REG. NOS. 728,889, 1,192,561 AND
OTHERS.

SER. NO. 78-845,206, FILED 3-24-2006.

ZACHARY BELLO, EXAMINING ATTORNEY

Int. Cl.: 9

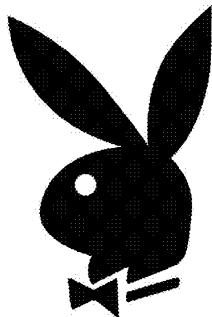
Prior U.S. Cls.: 21, 23, 26, 36, and 38

Reg. No. 3,308,169

United States Patent and Trademark Office

Registered Oct. 9, 2007

**TRADEMARK
PRINCIPAL REGISTER**



PLAYBOY ENTERPRISES INTERNATIONAL,
INC. (DELAWARE CORPORATION)

680 N. LAKE SHORE DRIVE

CHICAGO, IL 60611

FOR: CELLULAR TELEPHONE ACCESSORIES,
NAMESLY CELL PHONE FACEPLATES, CELL
PHONE STRAPS AND COVERS, MOBILE PHONE

CHARGERS, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND
38).

FIRST USE 11-2-2004; IN COMMERCE 11-2-2004.

SN 78-405,579, FILED 4-21-2004.

HOWARD B. LEVINE, EXAMINING ATTORNEY

Int. Cl.: 16

Prior U.S. Cls.: 2, 5, 22, 23, 29, 37, 38, and 50

Reg. No. 3,332,339

United States Patent and Trademark Office

Registered Nov. 6, 2007

**TRADEMARK
PRINCIPAL REGISTER**



PLAYBOY ENTERPRISES INTERNATIONAL,
INC. (DELAWARE CORPORATION)
680 N. LAKE SHORE DR.
CHICAGO, IL 60611

THE MARK CONSISTS OF THE WORDS THE
GIRLS NEXT DOOR WITH A RABBIT HEAD DE-
SIGN AS PART OF THE LETTER "I" IN THE WORD
"GIRLS".

FOR: CALENDARS, IN CLASS 16 (U.S. CLS. 2, 5,
22, 23, 29, 37, 38 AND 50).

SN 78-848,323, FILED 3-28-2006.

FIRST USE 8-31-2006; IN COMMERCE 8-31-2006.

OWNER OF U.S. REG. NOS. 643,926, 791,333, AND
2,666,917.

ZACHARY BELLO, EXAMINING ATTORNEY

Int. Cls.: 6 and 20

Prior U.S. Cls.: 2, 12, 13, 14, 22, 23, 25, 32, and 50

Reg. No. 3,406,607

United States Patent and Trademark Office

Registered Apr. 1, 2008

**TRADEMARK
PRINCIPAL REGISTER**

PLAYBOY

PLAYBOY ENTERPRISES INTERNATIONAL,
INC. (DELAWARE CORPORATION)
680 N. LAKE SHORE DRIVE
CHICAGO, IL 60611

FOR: METAL KEY FOBS, IN CLASS 6 (U.S. CLS. 2,
12, 13, 14, 23, 25 AND 50).

FIRST USE 4-18-2001; IN COMMERCE 4-18-2001.

FOR: PILLOWS, DECORATIVE BEAD CUR-
TAINS, CORKS, NON-METALLIC BOTTLE STOP-
PERS, NON-METAL AND NON-LEATHER KEY
CHAINS, NON-METAL KEY FOBS, FURNITURE,
MIRRORS, PICTURE FRAMES, FIGURINES OF

PLASTIC, STUFFED ANIMALS, IN CLASS 20 (U.S.
CLS. 2, 13, 22, 25, 32 AND 50).

FIRST USE 12-31-2005; IN COMMERCE 12-31-2005.

THE MARK CONSISTS OF STANDARD CHAR-
ACTERS WITHOUT CLAIM TO ANY PARTICULAR
FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NOS. 2,661,622 AND
2,719,886.

SN 78-540,640, FILED 12-31-2004.

MATTHEW PAPPAS, EXAMINING ATTORNEY

Int. Cls.: 6 and 20

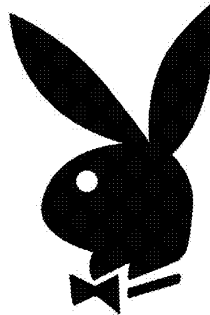
Prior U.S. Cls.: 2, 12, 13, 14, 22, 23, 25, 32, and 50

United States Patent and Trademark Office

Reg. No. 3,406,608

Registered Apr. 1, 2008

**TRADEMARK
PRINCIPAL REGISTER**



PLAYBOY ENTERPRISES INTERNATIONAL,
INC. (DELAWARE CORPORATION)
680 N. LAKE SHORE DRIVE
CHICAGO, IL 60611

FOR: METAL KEY FOBS, IN CLASS 6 (U.S. CLS. 2,
12, 13, 14, 23, 25 AND 50).

FIRST USE 4-18-2001; IN COMMERCE 4-18-2001.

FOR: PILLOWS, DECORATIVE BEAD CUR-
TAINS, CORKS, NON-METALLIC BOTTLE STOP-
PERS, NON-METAL AND NON-LEATHER KEY
CHAINS, NON-METAL KEY FOBS, MIRRORS, PIC-
TURE FRAMES, FIGURINES OF PLASTIC,

STUFFED ANIMALS, IN CLASS 20 (U.S. CLS. 2, 13,
22, 25, 32 AND 50).

FIRST USE 12-31-2005; IN COMMERCE 12-31-2005.

OWNER OF U.S. REG. NOS. 2,483,351, 2,719,885,
AND OTHERS.

THE MARK CONSISTS OF A RABBIT HEAD
DESIGN.

SN 78-540,642, FILED 12-31-2004.

MATTHEW PAPPAS, EXAMINING ATTORNEY

Int. Cl.: 24

Prior U.S. Cls.: 42 and 50

Reg. No. 3,624,653

United States Patent and Trademark Office

Registered May 19, 2009

**TRADEMARK
PRINCIPAL REGISTER**

PLAYBOY

PLAYBOY ENTERPRISES INTERNATIONAL,
INC. (DELAWARE CORPORATION)
680 N. LAKE SHORE DRIVE
CHICAGO, IL 60611

FOR: SHOWER CURTAINS, BED BLANKETS,
COMFORTERS, TOWELS, BED LINENS, THROWS,
IN CLASS 24 (U.S. CLS. 42 AND 50).

FIRST USE 4-2-2009; IN COMMERCE 4-2-2009.

THE MARK CONSISTS OF STANDARD CHAR-
ACTERS WITHOUT CLAIM TO ANY PARTICULAR
FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NO. 2,661,622.

SN 78-540,643, FILED 12-31-2004.

MATTHEW PAPPAS, EXAMINING ATTORNEY

Int. Cl.: 24

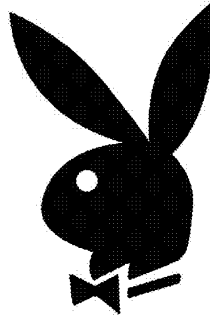
Prior U.S. Cls.: 42 and 50

United States Patent and Trademark Office

Reg. No. 3,624,654

Registered May 19, 2009

**TRADEMARK
PRINCIPAL REGISTER**



PLAYBOY ENTERPRISES INTERNATIONAL,
INC. (DELAWARE CORPORATION)
680 N. LAKE SHORE DRIVE
CHICAGO, IL 60611

OWNER OF U.S. REG. NO. 784,504.

FOR: SHOWER CURTAINS, BED BLANKETS,
COMFORTERS, TOWELS, BED LINENS, THROWS,
IN CLASS 24 (U.S. CLS. 42 AND 50).

THE MARK CONSISTS OF A RABBIT HEAD
DESIGN.

SN 78-540,645, FILED 12-31-2004.

FIRST USE 4-2-2009; IN COMMERCE 4-2-2009.

MATTHEW PAPPAS, EXAMINING ATTORNEY

United States of America

United States Patent and Trademark Office

PLAYBOY

Reg. No. 3,959,511

Registered May 10, 2011

Int. Cl.: 10

TRADEMARK

PRINCIPAL REGISTER

PLAYBOY ENTERPRISES INTERNATIONAL, INC. (DELAWARE CORPORATION)
680 NORTH LAKE SHORE DRIVE
CHICAGO, IL 60611

FOR: CONDOMS, IN CLASS 10 (U.S. CLS. 26, 39 AND 44).

FIRST USE 9-0-2010; IN COMMERCE 9-0-2010.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NOS. 600,018, 3,128,037, AND OTHERS.

SN 85-005,409, FILED 4-2-2010.

JAMES GRIFFIN, EXAMINING ATTORNEY

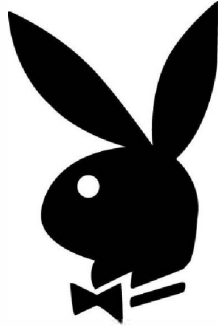


David J. Kyffes

Director of the United States Patent and Trademark Office

United States of America

United States Patent and Trademark Office



Reg. No. 3,963,330

Registered May 17, 2011

Int. Cl.: 10

TRADEMARK

PRINCIPAL REGISTER

PLAYBOY ENTERPRISES INTERNATIONAL, INC. (DELAWARE CORPORATION)
680 NORTH LAKE SHORE DRIVE
CHICAGO, IL 60611

FOR: CONDOMS, IN CLASS 10 (U.S. CLS. 26, 39 AND 44).

FIRST USE 9-0-2010; IN COMMERCE 9-0-2010.

OWNER OF U.S. REG. NOS. 643,926, 3,128,038, AND OTHERS.

THE MARK CONSISTS OF RABBIT HEAD DESIGN.

SN 85-005,414, FILED 4-2-2010.

JAMES GRIFFIN, EXAMINING ATTORNEY



David J. Kyfos

Director of the United States Patent and Trademark Office

United States of America
United States Patent and Trademark Office

PLAYBOY

Reg. No. 4,280,121

Registered Jan. 22, 2013

Int. Cl.: 25

TRADEMARK

PRINCIPAL REGISTER

PLAYBOY ENTERPRISES INTERNATIONAL, INC. (DELAWARE CORPORATION)
P.O. BOX 16373
BEVERLY HILLS, CA 90209

FOR: GARTER BELTS; HALLOWEEN COSTUMES AND MASKS SOLD IN CONNECTION THEREWITH; JEANS; MASQUERADE COSTUMES AND MASKS SOLD IN CONNECTION THEREWITH; PULLOVERS; SLEEP MASKS; SMOKING JACKETS, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 1-0-1999; IN COMMERCE 1-0-1999.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NOS. 1,320,822, 3,140,250, AND OTHERS.

SN 77-834,415, FILED 9-24-2009.

EVELYN BRADLEY, EXAMINING ATTORNEY

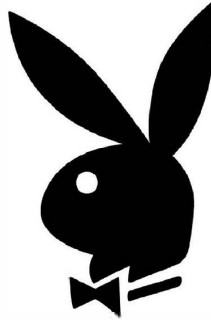


David J. Kyfos

Director of the United States Patent and Trademark Office

United States of America

United States Patent and Trademark Office



Reg. No. 4,280,122

Registered Jan. 22, 2013

Int. Cl.: 25

TRADEMARK

PRINCIPAL REGISTER

PLAYBOY ENTERPRISES INTERNATIONAL, INC. (DELAWARE CORPORATION)
P.O. BOX 16373
BEVERLY HILLS, CA 90209

FOR: GARTER BELTS; HALLOWEEN COSTUMES AND MASKS SOLD IN CONNECTION THEREWITH; JEANS; MASQUERADE COSTUMES AND MASKS SOLD IN CONNECTION THEREWITH; PULLOVERS; SLEEP MASKS; SMOKING JACKETS; SWEAT PANTS; SWEAT SHIRTS, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 1-0-1999; IN COMMERCE 1-0-1999.

OWNER OF U.S. REG. NOS. 728,889, 3,194,099, AND OTHERS.

THE MARK CONSISTS OF A RABBIT HEAD DESIGN.

SN 77-834,480, FILED 9-24-2009.

EVELYN BRADLEY, EXAMINING ATTORNEY



David J. Kyfos

Director of the United States Patent and Trademark Office

United States of America

United States Patent and Trademark Office



Reg. No. 4,316,000

Registered Apr. 9, 2013

Int. Cl.: 3

TRADEMARK

PRINCIPAL REGISTER

PLAYBOY ENTERPRISES INTERNATIONAL, INC. (DELAWARE CORPORATION)
P.O. BOX 16373
BEVERLY HILLS, CA 90209

FOR: PERFUMERY, DEODORANTS AND SHOWER GEL, IN CLASS 3 (U.S. CLS. 1, 4, 6, 50, 51 AND 52).

FIRST USE 8-0-2012; IN COMMERCE 8-0-2012.

THE MARK CONSISTS OF THE WORDING "VIP" WITH THE LETTERS "V" AND "P" SEPARATED BY THE DESIGN OF THE SILHOUETTE OF WOMAN FOR THE LETTER "I".

SER. NO. 85-611,156, FILED 4-28-2012.

REGINA DRUMMOND, EXAMINING ATTORNEY



Lisa Street Lee

Acting Director of the United States Patent and Trademark Office

United States of America

United States Patent and Trademark Office

PLAYBOY PLUS

Reg. No. 4,495,246

Registered Mar. 11, 2014

Int. Cl.: 9

TRADEMARK

PRINCIPAL REGISTER

PLAYBOY ENTERPRISES INTERNATIONAL, INC. (DELAWARE CORPORATION)
P.O. BOX 16373
BEVERLY HILLS, CA 90209

FOR: DOWNLOADABLE ELECTRONIC PUBLICATIONS IN THE NATURE OF MAGAZINES IN THE FIELD OF ADULT ENTERTAINMENT; DOWNLOADABLE RING TONES, AND GRAPHICS VIA A GLOBAL COMPUTER NETWORK AND WIRELESS DEVICES; DOWNLOADABLE VIDEORECORDINGS FEATURING ADULT ENTERTAINMENT; VIDEO GAMES FOR CELLULAR PHONES, MOBILE DEVICES, PERSONAL COMPUTERS, AND TABLETS; ELECTRONIC GAME SOFTWARE; COMPUTER GAME PROGRAMS; DOWNLOADABLE COMPUTER GAME PROGRAMS; INTERACTIVE GAME PROGRAMS; INTERACTIVE GAME SOFTWARE; DOWNLOADABLE SOFTWARE IN THE NATURE OF MOBILE APPLICATIONS FOR ACCESSING, VIEWING, INTERACTING WITH AND DOWNLOADING CONTENT FROM ELECTRONIC MAGAZINES AND WEBSITES; DVDS FEATURING ADULT ENTERTAINMENT, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 3-22-2012; IN COMMERCE 3-22-2012.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NOS. 1,393,914, 3,269,974, AND OTHERS.

SN 85-477,724, FILED 11-21-2011.

KEVIN CORWIN, EXAMINING ATTORNEY



Michelle K. Lee

Deputy Director of the United States
Patent and Trademark Office

United States of America

United States Patent and Trademark Office

SUPER PLAYBOY

Reg. No. 4,552,599

Registered June 17, 2014

Int. Cl.: 3

TRADEMARK

PRINCIPAL REGISTER

PLAYBOY ENTERPRISES INTERNATIONAL, INC. (DELAWARE CORPORATION)
P.O. BOX 16373
BEVERLY HILLS, CA 90209

FOR: DEODORANT FOR PERSONAL USE; PERFUMERY; SHOWER GEL, IN CLASS 3 (U.S. CLS. 1, 4, 6, 50, 51 AND 52).

FIRST USE 9-1-2013; IN COMMERCE 9-1-2013.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NOS. 2,941,183, 3,128,037, AND 3,749,284.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "SUPER", APART FROM THE MARK AS SHOWN.

SN 85-812,902, FILED 12-31-2012.

MATTHEW EINSTEIN, EXAMINING ATTORNEY



Michelle K. Lee

Deputy Director of the United States
Patent and Trademark Office

United States of America
United States Patent and Trademark Office

PLAYBOY

Reg. No. 4,560,637

Registered July 1, 2014

Int. Cl.: 9

TRADEMARK

PRINCIPAL REGISTER

PLAYBOY ENTERPRISES INTERNATIONAL, INC. (DELAWARE CORPORATION)
P.O. BOX 16373
BEVERLY HILLS, CA 90209

FOR: VIDEO GAME SOFTWARE FOR CELLULAR PHONES, MOBILE DEVICES, PERSONAL COMPUTERS, AND TABLETS; ELECTRONIC GAME SOFTWARE; COMPUTER GAME PROGRAMS; DOWNLOADABLE COMPUTER GAME PROGRAMS; INTERACTIVE GAME PROGRAMS; INTERACTIVE GAME SOFTWARE; DOWNLOADABLE SOFTWARE IN THE NATURE OF MOBILE APPLICATIONS, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 1-25-2005; IN COMMERCE 1-25-2005.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NOS. 2,635,849, 3,172,072, AND OTHERS.

SN 85-382,793, FILED 7-27-2011.

MARTHA FROMM, EXAMINING ATTORNEY



Michelle K. Lee

Deputy Director of the United States
Patent and Trademark Office

United States of America
United States Patent and Trademark Office

PLAYBOY

Reg. No. 4,886,163

Registered Jan. 12, 2016

Int. Cl.: 33

TRADEMARK

PRINCIPAL REGISTER

PLAYBOY ENTERPRISES INTERNATIONAL, INC. (DELAWARE CORPORATION)
P.O. BOX 16373
BEVERLY HILLS, CA 90209

FOR: WINE; SPARKLING WINE; CHAMPAGNE; VODKA; LIQUOR; ALCOHOLIC BEVER-
AGES EXCEPT BEERS, IN CLASS 33 (U.S. CLS. 47 AND 49).

FIRST USE 9-22-2015; IN COMMERCE 9-22-2015.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PAR-
TICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NO. 3,496,428.

SN 85-528,344, FILED 1-30-2012.

KEVIN CORWIN, EXAMINING ATTORNEY



Michelle K. Lee

Director of the United States
Patent and Trademark Office

United States of America
United States Patent and Trademark Office

PLAYBOY

Reg. No. 4,973,564

Registered June 7, 2016

Int. Cl.: 14

TRADEMARK

PRINCIPAL REGISTER

PLAYBOY ENTERPRISES INTERNATIONAL, INC (DELAWARE CORPORATION)
P.O. BOX 16373
BEVERLY HILLS, CA 90209

FOR: BODY JEWELRY; BODY-PIERCING RINGS; BODY-PIERCING STUDS; BRACELETS; BROACHES; BROOCHES; CHARMS; CLOCKS; COSTUME JEWELRY; CUFF LINKS; DIAMOND JEWELRY; EARRINGS; FANCY KEYRINGS OF PRECIOUS METALS; GEMSTONE JEWELRY; JEWEL PENDANTS; JEWELRY; JEWELRY AND IMITATION JEWELRY; JEWELS; KEY CHAINS AS JEWELLERY; KEY CHAINS OF PRECIOUS METAL; NECKLACES; PENDANTS; PINS BEING JEWELRY; RINGS; WATCHES, IN CLASS 14 (U.S. CLS. 2, 27, 28 AND 50).

FIRST USE 6-1-2014; IN COMMERCE 6-1-2014.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NOS. 645,386 AND 3,242,491.

SN 86-098,253, FILED 10-22-2013.

BRIN ANDERSON, EXAMINING ATTORNEY



Michelle K. Lee

Director of the United States
Patent and Trademark Office

United States of America

United States Patent and Trademark Office

PLBY

Reg. No. 4,983,730

Registered June 21, 2016

Int. Cl.: 25

TRADEMARK

PRINCIPAL REGISTER

PLAYBOY ENTERPRISES INTERNATIONAL, INC (DELAWARE CORPORATION)
P.O. BOX 16373
BEVERLY HILLS, CA 90209

FOR: SHIRTS; T-SHIRTS; SWEAT SHIRTS; HOODIES; LOUNGEWEAR, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 8-1-2014; IN COMMERCE 8-1-2014.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NOS. 984,548, 1,328,611, AND OTHERS.

SN 86-220,768, FILED 3-13-2014.

JORDAN BAKER, EXAMINING ATTORNEY



Michelle K. Lee

Director of the United States
Patent and Trademark Office

United States of America

United States Patent and Trademark Office

PLAYBOY

Reg. No. 5,138,230

Registered Feb. 07, 2017

Int. Cl.: 21

Trademark

Principal Register

PLAYBOY ENTERPRISES INTERNATIONAL, INC (DELAWARE CORPORATION)
P.O. BOX 16373
Beverly Hills, CA 90209

CLASS 21: bottle openers, flask, mugs, reusable stainless steel water bottles sold empty

FIRST USE 11-1-2015; IN COMMERCE 11-1-2015

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY
PARTICULAR FONT STYLE, SIZE OR COLOR

SER. NO. 86-645,608, FILED 05-29-2015
ANDREA R HACK, EXAMINING ATTORNEY



Michelle K. Lee

Director of the United States
Patent and Trademark Office

United States of America

United States Patent and Trademark Office

PLAYBOY

Reg. No. 5,210,800

Registered May 23, 2017

Int. Cl.: 25

Trademark

Principal Register

Playboy Enterprises International, Inc. (DELAWARE CORPORATION)
9346 Civic Center Dr., Suite 200
Beverly Hills, CA 90210

CLASS 25: Hats

FIRST USE 9-1-2016; IN COMMERCE 9-1-2016

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY
PARTICULAR FONT STYLE, SIZE OR COLOR

SER. NO. 87-037,226, FILED 05-14-2016
AMER YASIN RAJA, EXAMINING ATTORNEY



Michelle K. Lee

Director of the United States
Patent and Trademark Office

United States of America

United States Patent and Trademark Office

PLAYBOY

Reg. No. 5,291,242

Registered Sep. 19, 2017

Int. Cl.: 30

Trademark

Principal Register

PLAYBOY ENTERPRISES INTERNATIONAL, INC (DELAWARE CORPORATION)
P.O. Box 16373
Beverly Hills, CA 90209

CLASS 30: Candies; Candy; Candy mints

FIRST USE 4-12-2017; IN COMMERCE 4-12-2017

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY
PARTICULAR FONT STYLE, SIZE OR COLOR

OWNER OF U.S. REG. NO. 3370451

SER. NO. 86-031,549, FILED 08-07-2013
ELIZABETH YI HS CHANG, EXAMINING ATTORNEY



Joseph Matal

Performing the Functions and Duties of the
Under Secretary of Commerce for
Intellectual Property and Director of the
United States Patent and Trademark Office

United States of America

United States Patent and Trademark Office



Reg. No. 5,301,904

Registered Oct. 03, 2017

Int. Cl.: 25

Trademark

Principal Register

PLAYBOY ENTERPRISES INTERNATIONAL, INC (DELAWARE CORPORATION)

P.o. Box 16373

Beverly Hills, CALIFORNIA 90209

CLASS 25: caps; halter tops; hats; headbands; headwear; hoods; jackets; jeans; loungewear; pants; shirts; sweat shirts; t-shirts; tank tops

FIRST USE 11-1-2013; IN COMMERCE 4-1-2017

The mark consists of the stylized word "PLAYBOY" with a rabbit head wearing a bow tie in place of the letter "O".

SER. NO. 86-506,030, FILED 01-16-2015



Joseph Matal

Performing the Functions and Duties of the
Under Secretary of Commerce for
Intellectual Property and Director of the
United States Patent and Trademark Office

United States of America

United States Patent and Trademark Office

PLAYBOY 
#generation

Reg. No. 5,317,383

Registered Oct. 24, 2017

Int. Cl.: 3

Trademark

Principal Register

PLAYBOY ENTERPRISES INTERNATIONAL, INC (DELAWARE CORPORATION)
P.o. Box 16373
Beverly Hills, CALIFORNIA 90209

CLASS 3: Perfumery, namely, perfumes, fragrances, eau de toilette, eau de cologne, essential oils for personal use; body care products, namely, soaps, deodorants, namely, personal deodorants and antiperspirants for personal use; body lotions, body creams, body mists, body wash; talcum powders; shampoos, bath gels, shower gels, bath oils

FIRST USE 5-1-2016; IN COMMERCE 5-1-2016

The mark consists of the word "PLAYBOY" with a rabbit head design and the number symbol with the word "generation".

SER. NO. 86-312,377, FILED 06-17-2014



Joseph Matal

Performing the Functions and Duties of the
Under Secretary of Commerce for
Intellectual Property and Director of the
United States Patent and Trademark Office

United States of America

United States Patent and Trademark Office



Reg. No. 5,350,998

Registered Dec. 05, 2017

Int. Cl.: 14

Trademark

Principal Register

PLAYBOY ENTERPRISES INTERNATIONAL, INC (DELAWARE CORPORATION)
P.o. Box 16373
Beverly Hills, CALIFORNIA 90209

CLASS 14: Clocks and watches

FIRST USE 11-1-2016; IN COMMERCE 11-1-2016

The mark consists of A RABBIT HEAD wearing a bow tie.

SER. NO. 86-656,955, FILED 06-09-2015



Joseph Matal

Performing the Functions and Duties of the
Under Secretary of Commerce for
Intellectual Property and Director of the
United States Patent and Trademark Office

United States of America

United States Patent and Trademark Office

PLAYBOY

Reg. No. 5,423,595

Registered Mar. 13, 2018

Int. Cl.: 5, 34

Trademark

Principal Register

PLAYBOY ENTERPRISES INTERNATIONAL, INC (DELAWARE CORPORATION)
P.o. Box 16373
Beverly Hills, CALIFORNIA 90209

CLASS 5: Personal lubricants; Personal sexual lubricants; Silicone-based personal lubricants; Water-based personal lubricants

FIRST USE 6-19-2014; IN COMMERCE 6-19-2014

CLASS 34: Ashtrays; Ashtrays for smokers made of non-precious metals; Ashtrays for smokers made of precious metals; Cigar and cigarette boxes; Cigar and cigarette boxes not of precious metal; Cigar and cigarette boxes of precious metal; Cigar cases; Cigar cutters; Cigar holders; Cigar lighters; Cigarette ash receptacles; Cigarette cases; Cigarette filters; Cigarette holders; Cigarette lighters not for land vehicles; Cigarette lighters not of precious metal; Cigarette lighters of precious metal; Cigarettes; Cigars; Electric cigarettes; Electric cigars; Electronic cigarette lighters; Electronic cigarettes; Electronic cigars; Holder for a cigarette pack and lighter; Matches; Pipe pouches; Smokeless cigar vaporizer pipes; Smokeless cigarette vaporizer pipe; Smokers' articles, namely, cigar storage tubes; Smoking pipes; Tobacco pipes; Tobacco pouches; Tobacco, cigars and cigarettes

FIRST USE 3-15-2016; IN COMMERCE 3-15-2016

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT STYLE, SIZE OR COLOR

OWNER OF U.S. REG. NO. 3959511, 2107294, 0755301

SER. NO. 86-043,101, FILED 08-20-2013



Andrei Iancu

Director of the United States
Patent and Trademark Office

United States of America

United States Patent and Trademark Office



Reg. No. 5,482,507

Registered May 29, 2018

Int. Cl.: 5, 34

Trademark

Principal Register

Playboy Enterprises International, Inc. (DELAWARE CORPORATION)
9346 Civic Center Dr., Suite 200
Beverly Hills, CALIFORNIA 90210

CLASS 5: Personal lubricants; Personal sexual lubricants; Silicone-based personal lubricants; Water-based personal lubricants

FIRST USE 6-19-2014; IN COMMERCE 6-19-2014

CLASS 34: Electric cigarettes; Electric cigars; Electronic cigarette lighters; Electronic cigarettes; Electronic cigars; Electronic smoking pipes; Tobacco

FIRST USE 3-15-2016; IN COMMERCE 3-15-2016

The mark consists of rabbit head wearing a bowtie.

SER. NO. 87-477,826, FILED 06-06-2017



Andrei Iancu

Director of the United States
Patent and Trademark Office

United States of America

United States Patent and Trademark Office



Reg. No. 5,530,694

Registered Jul. 31, 2018

Int. Cl.: 28

Trademark

Principal Register

Playboy Enterprises International, Inc. (DELAWARE CORPORATION)
9346 Civic Center Dr., Suite 200
Beverly Hills, CALIFORNIA 90206

CLASS 28: Golf equipment namely, head covers for golf clubs, golf balls

FIRST USE 10-1-1981; IN COMMERCE 2-8-2015

The mark consists of a rabbit head wearing a bow tie.

SER. NO. 86-928,491, FILED 03-03-2016

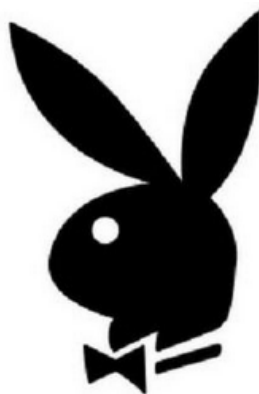


Andrei Iancu

Director of the United States
Patent and Trademark Office

United States of America

United States Patent and Trademark Office



Reg. No. 5,552,179

Registered Aug. 28, 2018

Int. Cl.: 30

Trademark

Principal Register

Playboy Enterprises International, Inc. (DELAWARE CORPORATION)
9346 Civic Center Dr., Suite 200
Beverly Hills, CALIFORNIA 90210

CLASS 30: Candies; candy mints

FIRST USE 4-12-2017; IN COMMERCE 4-12-2017

The mark consists of rabbit head wearing a bow tie.

SER. NO. 87-552,968, FILED 08-02-2017



Andrei Iancu

Director of the United States
Patent and Trademark Office

United States of America

United States Patent and Trademark Office

PLAYBOY

Reg. No. 5,938,488

Registered Dec. 17, 2019

Int. Cl.: 5

Trademark

Principal Register

Playboy Enterprises International, Inc. (DELAWARE CORPORATION)
9346 Civic Center Dr., Suite 200
Beverly Hills, CALIFORNIA 90210

CLASS 5: Liquid nutraceuticals for use as a dietary supplement; herbal supplements

FIRST USE 5-10-2019; IN COMMERCE 5-10-2019

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT STYLE, SIZE OR COLOR

SER. NO. 87-477,700, FILED 06-06-2017



A handwritten signature in cursive script, reading "Andrei Iancu".

Director of the United States
Patent and Trademark Office



United States of America

United States Patent and Trademark Office



Reg. No. 5,938,489

Registered Dec. 17, 2019

Int. Cl.: 5

Trademark

Principal Register

Playboy Enterprises International, Inc. (DELAWARE CORPORATION)
9346 Civic Center Dr., Suite 200
Beverly Hills, CALIFORNIA 90210

CLASS 5: Liquid nutraceuticals for use as a dietary supplement; herbal supplements

FIRST USE 5-10-2019; IN COMMERCE 5-10-2019

The mark consists of Rabbit head with a bow tie.

SER. NO. 87-477,707, FILED 06-06-2017



Andrei Iancu

Director of the United States
Patent and Trademark Office



United States of America

United States Patent and Trademark Office

MR. PLAYBOY

Reg. No. 5,997,751

Registered Feb. 25, 2020

Int. Cl.: 16

Trademark

Principal Register

Playboy Enterprises International, Inc. (DELAWARE CORPORATION)
10960 Wilshire Blvd., Suite 2200
Los Angeles, CALIFORNIA 90024

CLASS 16: magazines in the fields of adult entertainment, entertainment, the sports industry and social media

FIRST USE 9-17-2019; IN COMMERCE 9-17-2019

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT STYLE, SIZE OR COLOR

SER. NO. 87-960,799, FILED 06-13-2018



Andrei Iancu

Director of the United States
Patent and Trademark Office



United States of America

United States Patent and Trademark Office

PLAYBOY

Reg. No. 6,042,869

Registered Apr. 28, 2020

Int. Cl.: 3

Trademark

Principal Register

Playboy Enterprises International, Inc. (DELAWARE CORPORATION)
10960 Wilshire Blvd., Suite 2200
Los Angeles, CALIFORNIA 90024

CLASS 3: Cosmetics

FIRST USE 10-28-2019; IN COMMERCE 10-28-2019

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT STYLE, SIZE OR COLOR

SER. NO. 87-224,012, FILED 11-02-2016



A handwritten signature in cursive script, reading "Andrei Iancu".

Director of the United States
Patent and Trademark Office



United States of America

United States Patent and Trademark Office

PLAYBOY

Reg. No. 6,901,231

Registered Nov. 15, 2022

Int. Cl.: 9

Trademark

Principal Register

Playboy Enterprises International, Inc (DELAWARE CORPORATION)
10960 Wilshire Blvd., Suite 2200
Los Angeles, CALIFORNIA 90024

CLASS 9: Non fungible tokens, namely, downloadable image files containing artwork and avatars authenticated by non-fungible tokens (NFTs); Downloadable digital media, namely, downloadable multimedia files containing artwork relating to artwork, images and avatars authenticated by non-fungible tokens (NFTs)

FIRST USE 5-4-2021; IN COMMERCE 5-4-2021

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT STYLE, SIZE OR COLOR

SER. NO. 97-319,153, FILED 03-18-2022



Katherine Kelly Vidal

Director of the United States
Patent and Trademark Office

